THOMPSONVILLE COMMUNITY PROFILE FEBRUARY 2009

PAST



PRESENT



FUTURE



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PURPOSE

Since 1990, the village of Thompsonville has been the subject of intense study and survey to address various community and economic development challenges. A considerable amount of time and money have been spent focusing on strategies to improve Thompsonville both physically and economically. The purpose of the Thompsonville Revitalization Action Plan is to utilize both previous and current planning efforts to:

- 1. Extract the most feasible concepts and recommendations
- 2. Coordinate those ideas into one cohesive document
- 3. Utilize the Action Plan to accomplishment desired results for the village.

The Thompsonville Revitalization Action Plan was developed from the following planning studies and documents:

<u>Thompsonville Revitalization Strategy Report, 1992</u> Halcyon Real Estate Advisors / Ernst & Young

Enfield Plan of Conservation & Development, 1999 Harrall-Michalowski Associates, Inc.

Setting the Stage for Thompsonville's Revitalization, 2001 Abeles Phillips Preiss & Shapiro, Inc.

Main Street Assessment of Thompsonville Village Center, 2003 & 2007 Connecticut Main Street Association

Thompsonville Intermodal Transit Center Feasibility Study, 2008 McMahon Associates

The 1992 Revitalization Strategy Report is the most comprehensive plan for village revitalization to date, and is the basis for redevelopment in Thompsonville. Although some of the concepts and recommendations need to be revised, the document is still relevant, and the elevations and cross sections from the plan are included in the Town's Zoning Ordinance today. From this Report and the studies listed above, the Revitalization Strategy Committee will start the implementation process that was envisioned in the early 1990's. The plan will also be used to market "Historic Thompsonville" to potential business investors and homeowners. The emphasis of this plan will be mainly focused on "Action" related revitalization efforts, a concept that is more than overdue, and which has eluded most of Thompsonville for far too long.

Respectfully Submitted: Enfield Revitalization Strategy Committee

HISTORY OF THOMPSONVILLE



The center of Thompsonville was a busy and vibrant place during the 1940's and 50's when the Bigelow Carpet Mill was running at peak capacity. Residents went to work at the mill, shopped at locally owned stores, and walked down Main Street to catch the train to Harford, Springfield, and beyond. Most of the daily needs and services for residents were located in the village where people lived, worked, and played in a thriving neighbor environment.



Recreation activities were held at the youth center and at Freshwater Pond located across the street. Children were educated in the neighborhood public schools or at parochial schools held at several of the churches in the village.



Thompsonville bustled with restaurants and theaters for entertainment, merchants that provided needed goods and services, and people walked the streets in the evening as they conversed with their neighbors and friends. There was a spirit of civic pride and community in Thompsonville.

FACTORS OF DISINVESTMENT & DECLINE

Unfortunately, not all changes are positive. As time went by a number of factors conspired to undermine the economic and social fabric of Thompsonville:







- **Bigelow-Sanford Mill closed** its doors in 1971. The carpet mill played an integral role in workers' lives providing employment, housing and leisure activities such as sports teams and craft clubs. The mill employed thousands of people in the 1950's. As work at the mill declined, so did the quality of life in the village which eventually gained the distinction having one of the lowest homeownership rates in the country in the 1980's.
- The Thompsonville & Suffield Bridge closed in 1960 removing traffic from Main Street and cutting off long time customers who lived on the western side of the Connecticut River. The new Route 190 Bridge directed traffic to Hazard Avenue where brand new shopping malls were ready for business.
- The Federal Urban Renewal Program with its emphasis on demolition eliminated a large part of Thompsonville's commercial base and destroyed historical landmarks that added to the community's identity. A low income apartment complex was erected in the place where a thriving community once stood.
- The suburbanization of Enfield lead to the development of inexpensive single family homes on half acre lots. This out-migration of families had a negative impact on Thompsonville which is more an urbanized neighborhood. New homebuyers shunned the old village life style, instead opting to pursue life on quieter suburban streets with big back yards. In time, Thompsonville's population evolved from middle class family homeowners to low income tenants and elderly residents.
- Commercialization of the Interstate 91 corridor opened opportunities to construct new commercial buildings in undeveloped areas. The suburban sprawl effect moved potential development away from Thompsonville towards Enfield's "Mall Area" on the eastern edge of Interstate, where retail and commercialization have thrived during the past 40 years.

All of these changes and other contributing factors added to the eventual decline of the village. Thompsonville's housing stock became depressed, long time families pulled out,

and the residents who had once strengthened the community move away. In their place came transient tenants with less buying power and no social connection to the neighborhood.

EXISTING CONDITIONS

Today the Thompsonville village is made up of a mix of low-income transient tenants and some remaining long time families. Below are the current socio-economic conditions that make up the village area. Data was obtained from the 2000 U.S. Census, 2007 American Community Survey, and 2008 U.S. Department of Labor.

DEMOGRAPHICS:

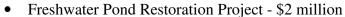
	Hartford	Enfield	Thompsonville
	County	Town	Census Place
Total Population	857,183	45,212	8,125
Race & Ethnicity			
Asian	2.4%	1.3%	1.6%
Black	11.7%	5.6%	4.0%
White	73.1%	88.3%	90.0%
Hispanic	11.5%	3.7%	4.7%
Population Density	1,165	1,354	3,798
Per Square Mile			
Homeownership Rate	64.2%	75.6%	38.7%
Total Housing Units	353,022	17,043	3,728
Pre 1940's Housing	21%	16%	65%
Median Income	81,100	78,200	\$35,550
% Below Poverty Level	9.3%	2.4%	10%
Unemployment Rate	4.7%	4.6%	6.4%

EXISTING CONDITIONS

RECENT PUBLIC & PRIVATE REDEVELOPMENT IMPROVEMENTS

Since 2005 the Town of Enfield has worked to improve the general conditions in the Thompsonville village area through improvements to infrastructure and public facilities. Additionally, there have been several positive private redevelopment projects undertaken during the past few years in and around the village center.

Public Reinvestment:



- Village Center Renovation Project \$395,000
- Pearl Street Library Renovation Project \$500,000
- Construction of the Family Resource Center \$1 million
- Residential Rehabilitation Loan Program \$1.2 million
- Commercial Façade Improvement Program \$200,000
- First Time Home Buyer Program \$400,000
- Small Business Development Fund \$200,000
- North Center District Health Department property purchase & reuse project



Private Redevelopment:

- Enfield Federal Savings Headquarters (Enfield & Elm Street)
- Saint Francis Medical Facility (Elm Street)
- Charter Oak Studios (Pearl & High Streets)
- Thompsonville Creamery Restaurant (High Street)
- Sylvia's Restaurant & Banquet Hall (North Main Street)
- Diana's Bakery expansion (Central Street)
- Molina's Café (High Street)
- Bigelow Commons Apartment Complex (Main Street)



SETTING A VISION FOR THE FUTURE



The Town and residents continue to expend a lot of time and resources on devising potential revitalization strategies for the Thompsonville village. The Thompsonville Revitalization Strategy Report of 1992 will provide guidance going forward in addition to several other plans and studies that have focused on revitalization concepts. Below are some of the proposed concepts and redevelopment options outlined in the report.

FUTURE PUBLIC & COMMERCIAL DEVELOPMENT IMPROVMENTS

- Construction of new Transit Center & area Transit Oriented Development
- Higgins School Redevelopment
- Strand Theater Redevelopment
- Streetscape Improvement Program
- Sewer and Drainage Improvement Project
- Freshwater Pond & River Walk Restoration = Phase II
- Street / Streetscape improvements
- Riverfront Development / Public Access to water

COMMUNITY PROGRAMS & PARTNERSHIPS

- Develop new homebuyer programs & policies to promote Affordable Housing
- Creation of a Small Business Development Fund
- Interaction with "Voices of Thompsonville" community activists
- Development of a "Main Street" merchants organization
- Targeted Housing & Commercial Rehab efforts in Village Center
- Increased police & public safety presence in the area
- Improved social services for youth & low income residents

DESIRED RESULTS:

- Restructure housing market toward affordable homeownership opportunities
- Increase Socio-Economics of residents and consumers
- Increase in housing & commercial redevelopment projects
- Renewed interest in historic preservation efforts for the village
- Increase Public Transportation options for residents, employees and visitors
- Increase Level of Services and Amenities for residents and consumers

SWOT CHART:

A SWOT Chart is used to evaluate a business or designated area's Strengths, Weaknesses, Opportunities, and Threats. Typically the SWOT Charts are used in business or marketing plans, but we believe that much can be learned from using the technique to evaluate the potential for development in Thompsonville.

STRENGTHS:

- Within one mile of riverfront, rail corridor and Interstate highway access
- Portions of the riverfront are undeveloped or underdeveloped
- Area infrastructure is fully developed and in place for redevelopment opportunities
- Within twenty miles of two major regional markets, Hartford & Springfield
- Topography is generally flat, most parcels are either buildable or have redevelopment potential
- Housing is generally in good to fair structural condition
- Many older structures have maintained historical and architectural attributes
- Very few "brownfield" properties or contaminated sites
- Overall the housing market is affordable as compared to surrounding villages and towns. However speculation investors can artificially inflate the rental housing market because the sales are based on income generation.
- A small traditional downtown center still exists and is in use with direct access to major thoroughfares and the Interstate.
- Recent commercial and residential redevelopment has taken place. i.e. Enfield Federal Savings, St. Francis Hospital, Bigelow Commons, 360 Credit Union, Charter Oak Studios
- Public Investment has taken place i.e. Pond Project, The Village Center, Pearl Street Library, Homebuyer program, Residential and Commercial Rehab programs
- Several Civic and Religious organizations remain active in the community
- The Town of Enfield is an active and willing participant in the revitalization of the area
- The Town has adopted incentive programs and flexible zoning requirements to encourage investment & reinvestment
- Police Department has a comprehensive enforcement effort for the area
- The Town created a Code Enforcement Team to address blight and code issues in the village
- The existence of water features and scenic vistas in the core business area

WEAKNESSES:

- The socioeconomics and purchasing power of the residents remains low
- Very low (20%) homeownership rate
- High rate of "Absentee" Landlordism / disinvestment in properties
- Area is perceived to be unsafe / recent news of violent crimes
- Stigmatized as a problem area that attracts an undesirable element

- Area is generally built-out with relatively few undeveloped lots, although in-fill opportunities do exist in the core business area.
- Commercial structures in the downtown area are underutilized / undervalued
- Inflated values of outdated buildings provide disincentives to renovate
- Streetscape and building facades are outdated, in need of repair
- Area offers very few service oriented amenities for shoppers, customers, visitors
- Town's permitting process can be overly burdensome to new business
- Town's Code enforcement efforts are reactionary and sporadic
- Property tax rate in the village is higher than in other areas of Enfield

OPPORTUNITIES:

- Several redevelopment opportunities exist, i.e. Higgins School, Strand Theater & surrounding block, Riverfront area, Lumber Yard, Main Street, Brainard School, Diana's Bakery properties, Troiano Properties, High Street Plaza, individual infill lots throughout the core business area
- Transit Station and Commuter Rail Line projects / Shared parking structures
- Development of a Business or Merchants Association / Special Tax District
- Extension of Bike Path from Suffield / Pond Project II
- Regular Farmers Market or Street Festival for downtown

THREATS:

- In-town competition including: Mall area / Hazardville / Scitico
- Competition from other village centers: Warehouse Point, East Windsor & Windsor Locks, Longmeadow commercial sections of Route 5, Downtown Springfield, Suffield Village, Somersville & Center of Somers, Windsor Center
- Continued influx of low income and transient tenants
- Influx of human and social services for poverty mitigation
- Influx of half-way houses and other specialized group housing
- Continued lack of capital investments in commercial and residential properties
- Speculation invertors / Increase in "Absentee Landlords"

VILLAGE AREA MAPS

THOMPSONVILLE GOALS & OBJECTIVES FEBRUARY 2009



View of North Main Street

MARKETING STRATEGIES

OBJECTIVE 1: IMPROVE THE IMAGE, VISIBILITY & PHYSICAL ATTRIBUTES OF THOMPSONVILLE

Action Item 1.1

Improved Signage, Lighting, Streetscapes:

- Install color coordinated public information signs
- Improve street lighting for ambiance and safety
- Coordinate streetscape improvements with road & utility construction
- Provide on-street trash & recycling receptacles
- Develop a "Clean Team" responsible for village trash and maintenance accountability.

Action Item 1.2

Develop a coordinated Public Parking Strategy:

- Identify existing and potential sites for public parking
- Improve on-street parking and no-parking zones with markings & signs
- Provide short-term parking spots for local businesses & consumers
- Identify "areas of improvement" for public parking in the TVC
- Lighting and landscaping for all public parking areas

Action Item 1.3

Park lands & Recreational area improvements:

- Develop a Parks & Recreational plan for Thompsonville
- Improve signage, lighting & access to recreational areas including the Pond, Riverfront, Ball Park, and Playgrounds
- Development of Bike Path through Thompsonville

Action Item 1.4

Increase police and security presence:

- Promote and support more bicycle and foot patrol officers
- Install security cameras in strategic locations to discourage illegal activities
- Hire private security officers for special events in the village center

MARKETING STRATEGIES

OBJECTIVE 2: INCREASE AWARENESS OF THOMPSONVILLE AS A GOOD DESTINATION FOR INVESTORS, RESIDENTS, & VISITORS

Action Item 2.1

Showcase Thompsonville's historic assets to encourage and attract improvements in culture, style and preservation:

- Bigelow Commons National Historic Site
- Pearl Street Library / Carnegie Foundation
- Develop an Historic Homes & Properties Brochure

Action Item 2.2

Foster a "Visitor Friendly" environment that welcomes new services, customers, and residents:

- Develop a "Welcome to Thompsonville" brochure for new arrivals and interested investors
- Provide free short-term public parking that is easy to access and is safe
- Publish a self-guided walking tour map highlighting key historical, architectural, and cultural assets

Action Item 2.3

Develop advertising campaign to attract targeted populations and investors:

- Promote the "Historic Thompsonville" brand
- Emphasize the "Community Attributes" of this historic village
- Demonstrate the Town's commitment to attracting serious investors

Action Items 2.4

Promote the Advertising Campaign through various media outlets and public service advertising:

- Town Website with links to other sites
- Historic Thompsonville website
- Enfield TV Channel 16
- Local Newspapers: Reminder, Enfield Press, Journal Inquirer
- Local Radio: WACC (young adult 18-35), WDRC (empty nesters 55-70), WMAS (General adult contemporary)

MARKETING STRATEGIES

OBJECTIVE 3: STRENGTHEN EXISTING BUSINESSES & DEVELOP NEW BUSINESS RECRUITMENT TECHNIQUES

Action Item 3.1

Creation of a Thompsonville Main Street Association:

- Increased Representation
- Shared advertising & promotional opportunities
- Funding for area improvements and security
- Outreach to North Central Chamber and other business associations

Action Item 3.2

Develop an Advertising Campaign for business retention & attraction:

- Demonstrate Town's commitment to village
- Highlight future public improvements
- Highlight affordability of housing and commercial space
- Advertise incentive programs for investors

Action Item 3.3

Develop a Market Area Survey:

- Inventory of existing businesses
- Determine gaps in shopping & services
- Solicit opinions from merchants & customers
- Use survey results in marketing for new services & investors

MARKETING STRATEGIES

OBJECTIVE 1: IDENTIFY TARGET CUSTOMERS, RESIDENTS & INVESTORS FOR ADVERTISING PURPOSES

Action Item 4.1

Identify Business Types, Services & Retail Mix:

- Small, locally owned businesses and services
- Antique Dealers / Arts & Crafts
- Historic Attractions / Art Galleries
- Specialty Food & Beverage Services
- Ethnic & Contemporary Restaurants
- Personal Services / Cleaners, Tailors, Salons, Spas
- Outdoor Recreational / Water sports, Biking, Fishing
- Inns / Bed & Breakfast / Guest Lodging
- Nostalgic / Novelty Items

Action Item 4.2

Identify Customers, Consumers & Visitors:

- Local & neighborhood residents
- Fishing & Outdoor enthusiasts
- Commuters, Public Transit users
- Historic Preservations
- Antique Buyers
- Recreational / bikers, walkers, joggers

Action Item 4.3

Identify Desired Residents, Homeowners & Landlords:

- Young Professionals / Commuters (25 to 40)
- Empty Nesters/Transplants (55 to 70)
- Artisans / Craftsman community
- New Urbanists / Homesteaders
- In-home business owners / entrepreneurs

MARKETING STRATEGIES

OBJECTIVE 5: INCENTIVES FOR INVESTMENT

Action Item 5.1

New & Expanding Businesses:

- Develop and maintain a Town-sponsored Small Business Development Fund for start-ups and expansions
- Identify and catalog outside funding sources for small business development
- Advertise and promote Town's Commercial Facade and Tax Deferral programs

Action Item 5.2

Housing Opportunities & Conversions:

- Advertise and promote Town's Homebuyer Programs
- Advertise and promote Town's Housing Rehabilitation Program
- Promote FHA Homebuyer Financing
- Advertise and promote Town's Tax Deferral Program

GOVERNMENTAL STRATEGIES

OBJECTIVE 1: REGULATORY & POLICY IMPLEMENTATION

Action Item 1.1

Plan of Conservation & Development:

- Adoption of zoning polices and practices that encourages desired businesses and residential redevelopment
- Creation of a Community Development Corporation for land assemblage
- Expansion of the TVCZ for more mix-use development opportunities

Action Item 1.2

Increase cooperation with Boards, Committees and Commissions:

- Regular joint meetings and workshops
- Coordination of policies and procedures for Thompsonville
- Information sharing and solicitation of ideas for reports and projects

Action Item 1.3

Institute a Historic Preservation strategy for Thompsonville:

- Work with State Historic Preservation Office to complete the Certified Local Government application and obtain technical assistance
- Utilize Design Guidelines to improve historic preservation efforts in village
- Work on the expansion of the "Bigelow" Historic District boundaries
- Work to prioritizing historical assets and important resources

Action Item 1.4

Reinstitute the Enfield Community Development Corporation:

- Not-for-profit corporation charged with property acquisition, disposition, and land assemblage for redevelopment purposes
- Promotion of projects and recruitment of investors for Thompsonville redevelopment plans
- Focus on site acquisition for Riverfront development, access and conservation

Action Item 1.5

Develop Fair & Affordable Home Ownership Strategies:

- Work with Fair Rent Commission to develop Fair & Affordable Homeownership programs and incentives
- Investigate State & Federal incentive programs for Affordable Homeownership opportunities
- Work with local real estate agents and housing developers to encourage homeownership development in Thompsonville
- Develop a Residential Rental permit system to improve living conditions and code standards for residents and neighboring property owners

GOVERNMENTAL STRATEGIES

OJECTIVE 2: LAW & CODE ENFORCEMENT ACTIVITIES

Action Item 2.1:

Law Enforcement:

- Work with Police Department to increase public safety presence in the village on a daily basis
- Lobby and provide assistance to increase the Community Policing staff and budget
- Identify problem areas and report them to Police contacts
- Continue ERSC representation on the Police Steering Committee

Action Item 2.2:

Code Enforcement:

- Work with Code Enforcement Team to identify serious violations and repeat offenders
- Promote Code Enforcement as a means to improve the quality of life for village residents
- Work to institute "Smart Code" strategies that encourage reuse, restoration, and substantial renovations of older or historic structures
- Work to improve and coordinate local codes to eliminate duplication and produce more effective results

GOVERNMENTAL STRATEGIES

OBJECTIVE 3: INFRASTUCTURE & TRANSPORTATION IMPROVEMENTS

Action Item 3.1

Coordinate with DPW & Utility Companies to improve streetscapes:

- Improvement of street paving, curbing, crosswalks, lighting, and sidewalks
- Under-grounding of electrical & communications utilities where possible
- Institute uniform village signage for parking / streets /directions / public facilities
- Improve pedestrian access and institute traffic calming measures

Action Item 3.2

Coordinate with State DOT & Federal Transit Administration to increase public transit options:

- Development of the Intermodal Transit Center at Bigelow
- Increased bus and shuttle services
- Development of regional commuter rail service
- Improved Amtrak service
- Development of local walking and bike path plan

PUBLIC / PRIVATE PARTNERSHIPS

OBJECTIVE 1: WORK WITH PRIVATE BANKS & LENDING INSTITUTIONS

Action Item 1.1

Contact local banks and lending institutions to discuss their goals under the Community Reinvestment Act

Action Item 1.2

Develop community lending programs and practices which work to leverage private bank funding

OBJECTIVE 2: WORK WITH CHAMBER OF COMMERCE, TRADE ORGANIZATIONS, & PRIVATE NETWORKING / SOCIAL GROUPS

Action Item 2.1

Interface with North Central Chamber of Commerce to develop programs and benefits for Thompsonville businesses

Action Item 2.2

Identify trade organizations that can help with recruitment and retention strategies

Action Item 2.3

Maintain contact with private networking and social groups to distribute news about new policies and programs for Thompsonville

OBJECTIVE 3: ENCOURAGE & SUPPORT LOCAL GRASSROOTS ORGANIZATIONS

Action Item 3.1

Work with the "Voice of Thompsonville" group to foster relations between Town government and residents

Action Item 3.2

Work with the Landlords Association in the development of new policies for rental units and multifamily housing

Action Item 3.3

Work on the development of a merchant's organization for the TVC

ACTION PLAN PRIORTIES / FY 2008-09

GOVERNMENTAL STRATEGIES OBJECTIVE 1: REGULATORY & POLICY IMPLEMENTATION

Action Item 1.1

Plan of Conservation & Development:

Tasks: The ERSC will work with the Plan of Conservation & Development Steering Committee to improve the Neighborhood Strategies section of the plan for Thompsonville. The ERSC has appointed a member to the assist with the project and interface with relevant subcommittees. Some of the issues we intend to address in the PC&D include:

- Expansion of the Thompsonville Village Center (TVC) zoning district
- Adoption of a comprehensive revitalization plan for the village
- Expansion of Homeownership opportunities

Action Item 1.2

Increase cooperation with Boards, Committees and Commissions:

Task: The ERSC is making a concerted effort to reach out to other Town boards and community groups. Each ERSC member is encouraged to attend other committee meetings and report back on items that relate to revitalization. ERSC believes that communication is a key component in its revitalization efforts.

Action Item 1.3

Institute a Historic Preservation strategy for Thompsonville:

Task: The ESRC is exploring ways to improve its historic preservation efforts within the village. The committee is working on the application for the National Certified Local Government program that will open the Town to both grants and technical support. The committee is also pursuing an initiative to expand the Bigelow Hartford National Historic District which will allow for more properties to qualify for Historic Tax Credits and other Federal incentives. The committee is also working with the Planning & Zoning Commission to finalize Design Guidelines that will help guide the restoration and preservation of existing structures within the village.

Action Item 1.4

Reinstitute the Enfield Community Development Corporation:

Tasks: The ERSC believes that the institution of a CDC will help greatly in the revitalization of Thompsonville. CDC's can implement real estate deals, acquire, and dispose of property much more efficiently than the Town is capable of doing on its own. The ERSC will research the various options available to the Town for the development of a non-profit CDC and present those options to the Town Council for its review.

Action Item 1.5

Develop Fair & Affordable Home Ownership Strategies:

Tasks: The ERSC is currently working on the development of two new housing strategies. The first is the proposed creation of a Residential Rental Permit system to

improve living conditions for tenants and to discourage substandard housing and code violations in town. We will provide information and models of how such programs are implemented in other municipalities and develop recommendations for an Enfield program.

The other program will look at the potential of converting existing rental units to owner-occupied housing. Thompsonville's homeownership rate was estimated at 28% in the 2000 Census, among the lowest in the U.S. The committee is exploring some innovative ideas that would allow rental units to be converted for homeownership. Such models must be analyzed and tailored to meet the needs of Thompsonville and to ensure that such conversion can be done properly and responsibly.

The ERSC will provide an update on the aforementioned programs to the Town Council before the end of the 2008-09 fiscal year.